

# Public Education Task Force

Wednesday, July 15, 2020

9:30 am, Uber Conference



North Central Texas  
Council of Governments  
Environment & Development

# Agenda

- FY19 Project Update
- FY20 Project Discussion
- Doo the Right Thing
- FY21 Project Selection
- Other NCTCOG Program Updates
- Conferences & Events
- News & Resources
- Roundtable

# FY19 Work Project – Educational Videos

- ▶ The Pool Care video is now available on the [Public Education Task Force](#) page and Stormwater playlist on [YouTube!](#)

# FY20 Project Discussion & Update

## Educational Outreach Items

- ▶ Social media posts – posted as a resource each month to PETF webpage
  - ▶ **July:** Plastic Free July
  - ▶ **August:** Bottles
  - ▶ **September:** Cans & Promotion of NTCCC
  - ▶ **October:** Promotion of NTCCC

# Regional Cleanup Challenge Reveal!



## North Texas Community Cleanup Challenge!

- ▶ Landing page, [www.CommunityCleanupChallenge.com](http://www.CommunityCleanupChallenge.com), is under development
- ▶ COG created advertising/social media support is under development
  - ▶ Social media posts will be shared on E&D accounts
  - ▶ #NTXCommunityCleanup
  - ▶ Shareable/printable “pledge” coming soon
- ▶ Digital [data collection form](#) is under development
  - ▶ Separate form for organized events and general public/individuals
  - ▶ Paper form download available

# North Texas Community Cleanup Challenge!

## Landing Page

### RECENT CLEANUPS



Trinity River Park Cleanup  
**25** PEOPLE **80lbs** LITTER



Lewisville Trail Cleanup  
**5** PEOPLE **40lbs** LITTER



Carrollton Cleanup  
**7** PEOPLE **20lbs** LITTER



Follow us on social media and share your efforts! **#C3NTX**

[FACEBOOK](#)  
[INSTAGRAM](#)  
[TWITTER](#)

**6845** LBS  
**149** PLACES CLEANED  
**639** VOLUNTEERS

#### Where Does It Go?

**STORM DRAINS**

Tossing a plastic cup, bottle, straw, or cigarette butt out your car window or onto a parking lot means it will blow in the wind or get carried away the next time it rains. Rain water runs across the surface and picks up litter along the way. Litter ends up going down the storm drains or getting stuck, piling up and blocking the flow of water.

**LOCAL CREEKS/RIVERS/LAKES**

**THE OCEAN**

#### What Can You Do?

Clean streets, rivers, lakes, and public spaces are vital to the health of the people and animals that call North Texas home. Everyone can't do everything, but if everyone did something, then we can make a great impact. Here are a few simple things we can do to help prevent litter and keep our communities and waterways clean and healthy.

- Put waste in its place. Trash in the trash can, recyclables in the recycle bin.
- If you see a piece of litter, pick it up. Picking it up one at a time when you see it is much easier than waiting for a large pile to form.
- Report illegal dump sites at [www.reportthedumping.org](http://www.reportthedumping.org). This will help communities clean up tougher locations and track down the criminals who dumped illegally.
- Participate in a larger cleanup event.



# North Texas Community Cleanup Challenge!

## Social Media Graphics



# Data Collection Form

- ▶ Separate [form](#) for **general public** and an **organized event**
- ▶ Will mirror with a paper form that can be downloaded and printed



**North Texas Community Cleanup Challenge**

Thank you for being part of the North Texas Community Cleanup Challenge! Use this form to report your efforts.

**Type of Report \***

Cleanup Event

Individual

[Next](#)

# Data Collection Form – Organized Event

- Organization name\*
  - Organization type (*drop down*)
  - Event name\*
  - Contact name & email
  - Contact City/County/Organization Affiliation
  - Total number of adults picking up litter (Over 18)\*
  - Total number of youth picking up litter (Under 18)\*
  - Number of hours spent picking up litter (*will calculate total hours*)\*
  - Number of trash bags filled (*15 gallon or equivalent*)\*
  - Estimated miles of roadway cleaned
  - Estimated miles of waterways cleaned
  - Estimated acres of parks cleaned
  - Estimated miles of sidewalks/trails cleaned
  - Drop-off station or site used for disposal of trash (*Example: City Drop-off station, home trash can/cart, school dumpster, work place dumpster/trash can*)
- \* Indicates required fields

**Do NOT use a dumpster without permission from the property owner – this is illegal dumping!**

# Data Collection Form – Organized Event cont.

- Address\*
- Date\*
- Types of litter picked up
  - Plastic Bottles
  - Paper
  - To-Go Cups/Packaging
  - Balloons
  - Cigarettes
  - Plastic Bags
  - Plastic Utensils/Straws
  - Styrofoam
  - Tires
  - Large or Bulky Items
  - Other
- Most unusual item collected
- Comments or notes about the cleanup
- Upload Before, During, and/or After Photos



# Data Collection Form – Individual

- ▶ Contact name
- ▶ Total number of people cleaning \*
- ▶ Type of area cleaned (*drop down*)
  - ▶ Neighborhood streets
  - ▶ Park
  - ▶ Trail
  - ▶ Stream/Creek/Lake
  - ▶ School
  - ▶ Commercial Area
  - ▶ Other
- ▶ Estimated area cleaned
- ▶ Acres or miles
- ▶ Address\*
- ▶ Date\*

# Data Collection Form – Individual cont.

- ▶ Types of litter picked up
  - ▶ Plastic Bottles
  - ▶ Paper
  - ▶ To-Go Cups/Packaging
  - ▶ Balloons
  - ▶ Cigarettes
  - ▶ Plastic Bags
  - ▶ Plastic Utensils/Straws
  - ▶ Styrofoam
  - ▶ Tires
  - ▶ Large or Bulky Items
  - ▶ Other
- ▶ Most unusual item collected
- ▶ Comments or notes about the cleanup
- ▶ Upload Before, During, and/or After Photos



# FY20 Project Resources

## Resources:

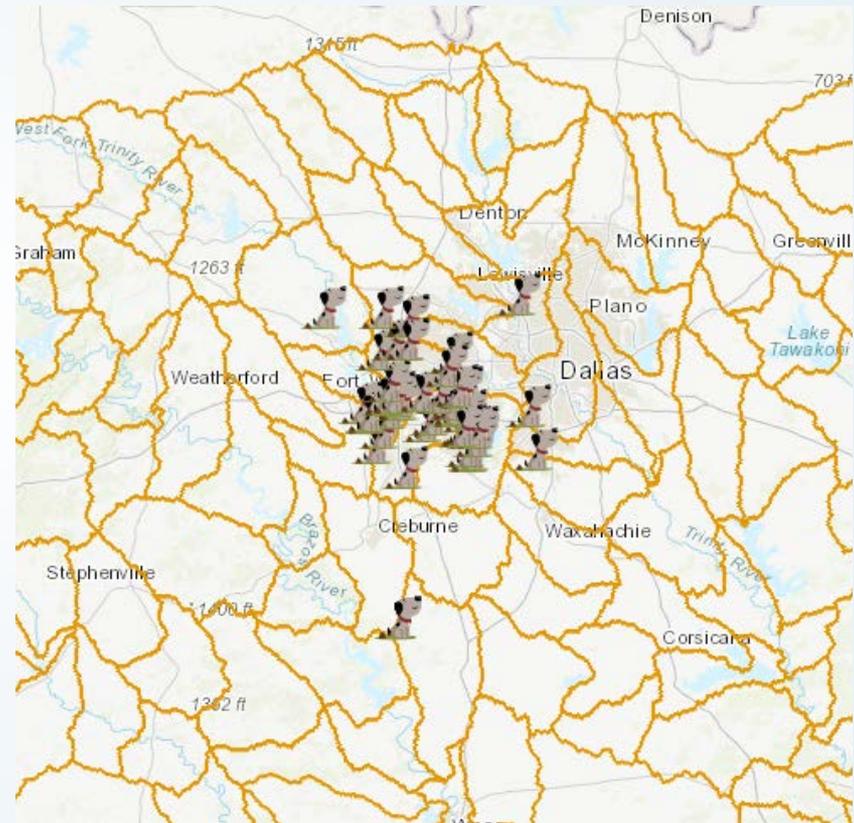
- ▶ [PETF Webpage](#)
  - ▶ Plastic Pollution Educational Toolkit (by month)
  - ▶ [Litter video](#)
- ▶ [Time To Recycle](#)
- ▶ [Skip the Straw](#)
- ▶ [Plastic Free July](#)
- ▶ [Plastic Pollution Coalition](#)
- ▶ [Keep Texas Beautiful](#)
- ▶ [Plastic Film Recycling](#)
- ▶ [Trash Free Texas](#)
- ▶ [Balloon Busting Crew](#)



# Doo the Right Thing Photo Contest



- Contest: July 1<sup>st</sup> – August 31<sup>st</sup>
- Voting: September by PETF via emailed survey
- Banners and posts of winners go live in October
- Banners/posts of winners will run on NCTCOG Fiscal Year, Oct. 1 – Sept. 30
- Prizes:
  - 12 features as monthly banner on Facebook page
  - Multiple features on daily/weekly basis across all social media channels
- Submissions through [Pet Waste](#) webpage.
- New form allows tracking of entries across the Metroplex in visual map!



# Doo the Right Thing!

- Multiple post templates, allows pups personality to shine!
- New format and messaging highlights the watersheds the pups and their owners are “protectors” of.



**Protectors  
Barron & Maximus  
are on patrol!**

**Protector Maximus**  
**Age:** 1 year old Goldendoodle  
**Hobbies:** Sassing his mom when she works from home, hunting bugs and frogs, and licking dirty plates in the dishwasher

**Protector Barron**  
**Age:** 4 year old Aussiedoodle  
**Hobbies:** Keeping an eye on his human baby brother and wrestling with Maximus

These pups and their owner protect the **Big Fossil Creek-West Fork Trinity River** watershed by never leaving behind any poo in Fort Worth, TX!

 @2doodledudes  DOO THE RIGHT THING



**Defender  
Roscoe Here!**

**Age:** 6 year old German Shepherd  
**Hobbies:** Chasing squirrels, howling with sirens, and crying if there isn't enough space on the bed for him to snuggle you

Roscoe and his owner protects the **Big Fossil Creek West Fork Trinity River** watershed by never leaving behind any poo in Fort Worth, TX!

 DOO THE RIGHT THING



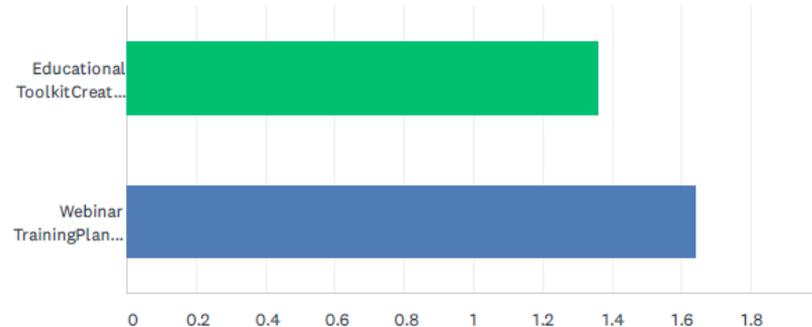
# FY21 Project Selection

- Priority is **webinars and trainings** on topics to be decided by group.
- **Educational toolkits** could be created as feasible.

## Project choice by ranking

Q1 Please rank, in the order of priority, the below proposed actionable items to be completed by NCTCOG staff for Fiscal Year 2021.

Answered: 11 Skipped: 0



# FY21 Project Suggestions

## Topics Focused on Members:

- ▶ Small Scale BMPs
- ▶ America's Water Infrastructure Act
- ▶ Source Water Impacts
- ▶ Low-Impact Design (include examples, best practices, lessons learned)

## Topics Focused on Residents:

- ▶ Lawn Care & Landscape Design
  - ▶ Shade Landscaping for Homeowners, HOAs & Landscapers
- ▶ Pet Waste
- ▶ General Stormwater
- ▶ Water Conservation and Pollution
- ▶ Watershed Protection Flood Safety
- ▶ Healthy Creeks and Waterways –Vegetation and the Flow of Healthy Waterways

# WATER Update

- ▶ Upcoming meeting:
  - ▶ **Wednesday, September 9, 2020** at 10:00 AM  
Room Location TBD, NCTCOG Offices
  
- ▶ Educational Explainer Videos posted on E&D's YouTube page:
  - ▶ Wipes Block Everything
  - ▶ Uncommon Fats, Oils, and Grease
  - ▶ Proper Disposal of Medications
  - ▶ Proper Disposal of Household Hazardous Waste
  - ▶ Life Cycle of Drinking Water video is in the works!

# TMDL Update

- Upcoming Meetings:

- Upper Trinity River Basin Coordinating Committee Meeting:

- **Wednesday, August 26, 2020** at 9:30 AM  
Virtual meeting

# IDDE Update

- ▶ Upcoming meeting:
  - ▶ August 25, 2020 – Online
  
- ▶ IDDE Basic Dry Weather Field Screening Training
  - ▶ When: Thursday, August 6, 2020, from 9 am - 3 pm.  
(Lunch 12 pm -1 pm)
  - ▶ Where: Teams - Link to join the training will be sent out at a later date.
  - ▶ Register -  
<https://www.addevent.com/event/bh4956131>

# Other NCTCOG Updates

- iSWM
  - Next **virtual** meeting is October 7, 2020
- RSWMCC
  - Next **virtual** meeting is August 19, 2020
- PETF
  - Next **virtual** meeting is October 21, 2020
- P2 Task Force
  - Next meeting is TBD
- IDDE
  - Next **virtual** meeting is August 25, 2020

# Events and Conferences

- EPA Region 6 Stormwater Conference (Virtual), August 9-13
- [NAFSMA](#) Flood and Stormwater Management Conference (Virtual), August 11-12
- 53<sup>rd</sup> Annual [KTB](#) Conference (Virtual), August 25-26
- 39th Annual Texas Association for Environmental Education Conference ([TAEE](#)) (Virtual), September 25-26



# News & Resources

- ▶ [Trash Free Waters On Any Timeline](#) (PDF) – article from EPA on sources and impacts of aquatic trash. Includes a list of simple actions you can take to help keep trash out of our waterways, whether you have 5 seconds or 5 hours to spare

# Roundtable

What's happening in your city?



## Contact

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## Connect



Facebook.com/nctcogenv



@nctcogenv



nctcogenv



youtube.com/user/nctcoged



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nctcog.org/envir